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GOVERNMENT OF ORISSA

**AGRICULTURE DEPARTMENT**

RESOLUTION

The 4th June 2005

SUBJECT—Constitution of State Level Agriculture Mass Media Monitoring Committee

Government of India, Ministry of Agriculture, Department of Agriculture and Co-operation have taken up a scheme “Mass Media Support for Agriculture Extension” with a view to inform and educate the Farming Community to meet emerging challenge using Mass Media. The various components of the scheme include transmission of agriculture relating programme through Doordarshan Narrow Casting and Kishanvani Programmes of AIR FM Stations.

In pursuance of the letter No. 21(7)/2003-FI(1), dated the 9th September 2004 of Department of Agriculture and Co-operation, Government of India, Government of Orissa have been pleased to constitute the State Level Agriculture Mass Media Monitoring Committee to provide necessary linkages between the State Government Department and Doordarshan and AIR with the following Members :—

- |  |    |          |
|--|----|----------|
| 1. Agriculture Production Commissioner                             | .. | Chairman |
| 2. Secretary, Agriculture Department                               | .. | Member   |
| 3. Secretary, Fisheries & Animal Resources Development.            | .. | Member   |
| 4. Secretary, Rural Development Department                         | .. | Member   |
| 5. Secretary, Co-operation Department                              | .. | Member   |
| 6. Vice-Chancellor, Orissa University of Agriculture & Technology. | .. | Member   |
| 7. Director, Information & Public Relations, Orissa                | .. | Member   |

|     |  |    |                  |
|-----|--|----|------------------|
| 8.  | Director, Horticulture, Orissa   | .. | Member           |
| 9.  | Director, Fisheries, Orissa  | .. | Member           |
| 10. | Chief Conservator of Forest in charge of Social Forestry, Orissa.                                      | .. | Member           |
| 11. | Director, Animal Husbandry, Orissa   | .. | Member           |
| 12. | Representative of Chairman, Inter-Media Policy Co-ordination Committee (IMPCC), Orissa.                | .. | Member           |
| 13. | State Level Representative of Doordarshan  | .. | Member           |
| 14. | State Level Representative of AIR  | .. | Member           |
| 15. | Representative of Apex Co-operative Bank of the State.   | .. | Member           |
| 16. | Representative of Lead Bank  | .. | Member           |
| 17. | Collector, Puri  | .. | Member           |
| 18. | Collector, Sambalpur   | .. | Member           |
| 19. | Collector, Kalahandi   | .. | Member           |
| 20. | Smt. Basanti Nayak, W/o. Chandan Nayak, Village Harida Mada, P. O. Taraboi, Block Jatni, Dist. Khurda. | .. | Member           |
| 21. | Shri Suresh Chandra Pradhan, S/o. Uchhabananda Pradhan, Kendugupka, Kariapada, Dist. Kalahandi.        | .. | Member           |
| 22. | Shri Dolamani Sahu, At Malipali, P. O. Khandahata Dist. Bargarh.                                       | .. | Member           |
| 23. | Director, Agriculture and Food Production, Orissa  | .. | Member-Secretary |

The Committee would have the following mandate :—

1. Approve the policy and board guidelines for content creation for the LPTs./HPTs. and FM Station of All India Radio.
2. Lay down the board guidelines indicating the direction in which content creation should be done for each month.
3. The Committee would review the content broadcast over the last month and suggest changes and modifications in the format and substance.
4. The Committee would also review the reports sent by the District Level Committees
5. The Committee would submit a quarterly report to the Apex Committee on the activities of the quarter. A consolidated report together with their observations on the reports sent by the District Level Committees shall form a part of the report. The report shall also include the suggestions given to the broadcaster and action taken on the same.

By order of the Governor

[ILLEGIBLE]

Agriculturist